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## Happy Customers: Automatic Classification of IT Customer Support Tickets

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## Yasmen Wahba – Inspiring Minds 2022



**Title:** Happy Customers: Automatic Classification of IT Customer Support Tickets

Unhappy customers are inevitable. According to a recent study, 96% of unhappy customers don't complain, and 91% of those will simply leave and never come back. The 'silent' type of customers is what companies fear the most. In the IT business, when customers have problems, they open a support ticket. A 'Ticketing System' is the term used to describe the way customers interact with the support agents to get their issues ironed out. For large IT firms, support agents deal with a tremendous volume of tickets daily. Handling these tickets manually is almost impossible, and so the need to automate the process of classifying/organizing these tickets into different categories becomes crucial. My research is about using Artificial Intelligence and specifically Natural Language Processing to design a machine learning model that takes an incoming ticket, analyze it, classify it and send it to the right support agent.

**146** words